



REMARKS

Claims 10, 11, 15, and 20-24 were previously pending in this application. These claims have been rejected under 35 U.S.C. 112, first paragraph, second paragraph, 102(b), and 103. These claims have all been cancelled, as had all the previously filed claims, and new claims 25-43 are submitted herewith. This method as claimed is fully supported by the specification and drawings, specifically by paragraph 0018, and Figs. 1A-1E and 3A-3E, and the related text. The cited and applied prior art is not relevant to the method claims now presented, so there is no need to discuss them here.

One of the key factors in vehicular license plate issuance is that there are a very limited number of alphanumeric combinations that can be issued within the typical size and element confines for such license plates. By adding the identification indicia disclosed and claimed, the issuing entity can sell more personalized plates without adding more alphanumeric combinations.

Thus, the method of this invention for issuing additional vehicular license plates, which was not done previously, enables the issuing entity to realize additional revenue with a large number of plates previously determined to have been "taken."

Although similar non-alphanumeric indicia have previously been used for decorative purposes, an issuing entity could not issue more than one such plate with the same alphanumeric indicia, no matter how new and exciting the proposed non-alphanumeric indicia might be. That is because non-alphanumerics on license plates in the past have been decorative only and have not been employed for identification. Thus issuing entities have been limiting the possible numbers of personalized plates that could be issued.

This invention brings fresh thinking to the issuing entities. There is no evidence of record that shows or suggests that multiple license plates having base identification alphanumerics can be issued more than once, with different non-alphanumeric indicia thereon. To take it one step further, license plates with non-alphanumeric indicia can stand alone as official license plate identification, independent of, and substituting for existing approved alphanumeric indicia.

New claims 25-30 are addressed to the method of preparing to make a license plate by adding non-alphanumerics to a set of alphanumerics chosen for a personalized plate, employing the Markush claim format. New claims 31-36 are addressed to the same purpose, but with somewhat different scope and not using the Markush format. New claims 37-43 are addressed to the method depicted in Figs. 1A-1E using only non-alphanumerics for the plates.


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CONCLUSION

In view of the new claims presented, and the discussion above in relation to the currently amended claims, Applicant believes that these claims define invention over the prior art and early indication of allowance is requested. Should any issues remain unresolved, the Examiner is invited to telephone the undersigned attorney.

Respectfully submitted,

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